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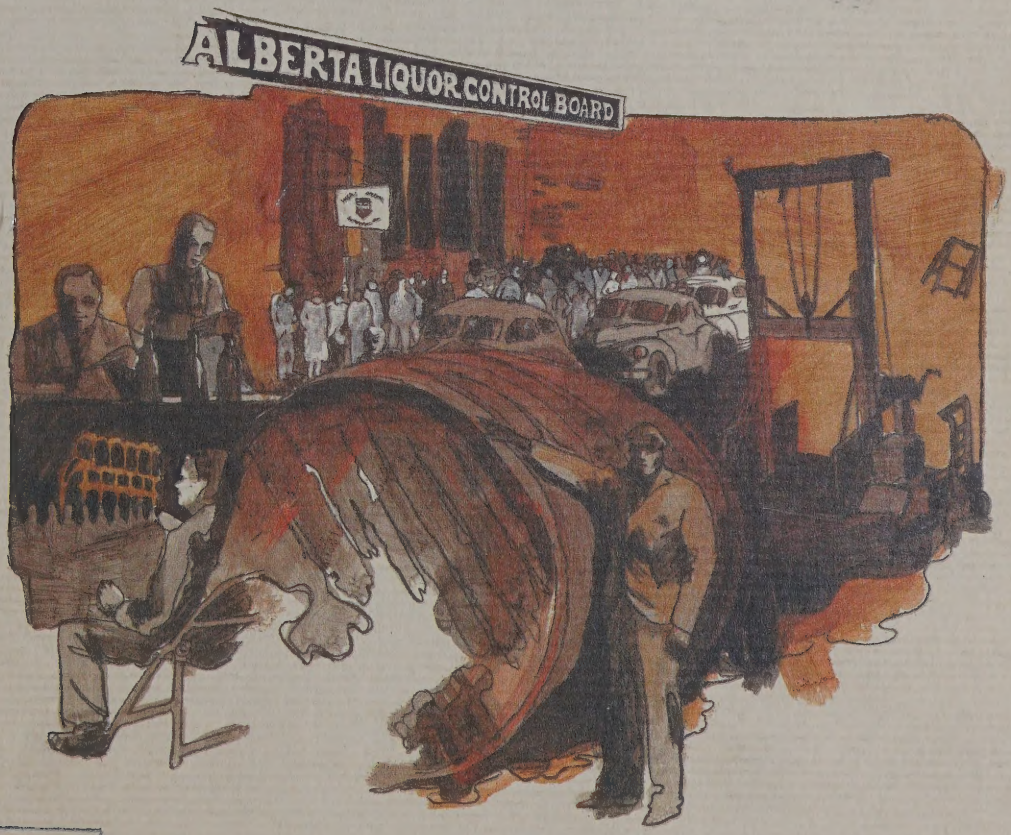

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Alberta
Liquor Control Board

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Fifty Years

Alberta
LIQUOR CONTROL BOARD

Message from the Chairman

During 1974 The Alberta Liquor Control Board marked fifty years' service to Albertans. Throughout these years there have been many changes in legislation, regulations and board policies and these have been recorded in this booklet.

FIFTY YEARS highlights a number of significant events from our history. The board is pleased to share these with you. We hope you enjoy your copy.

A. D. Elliott,
Chairman

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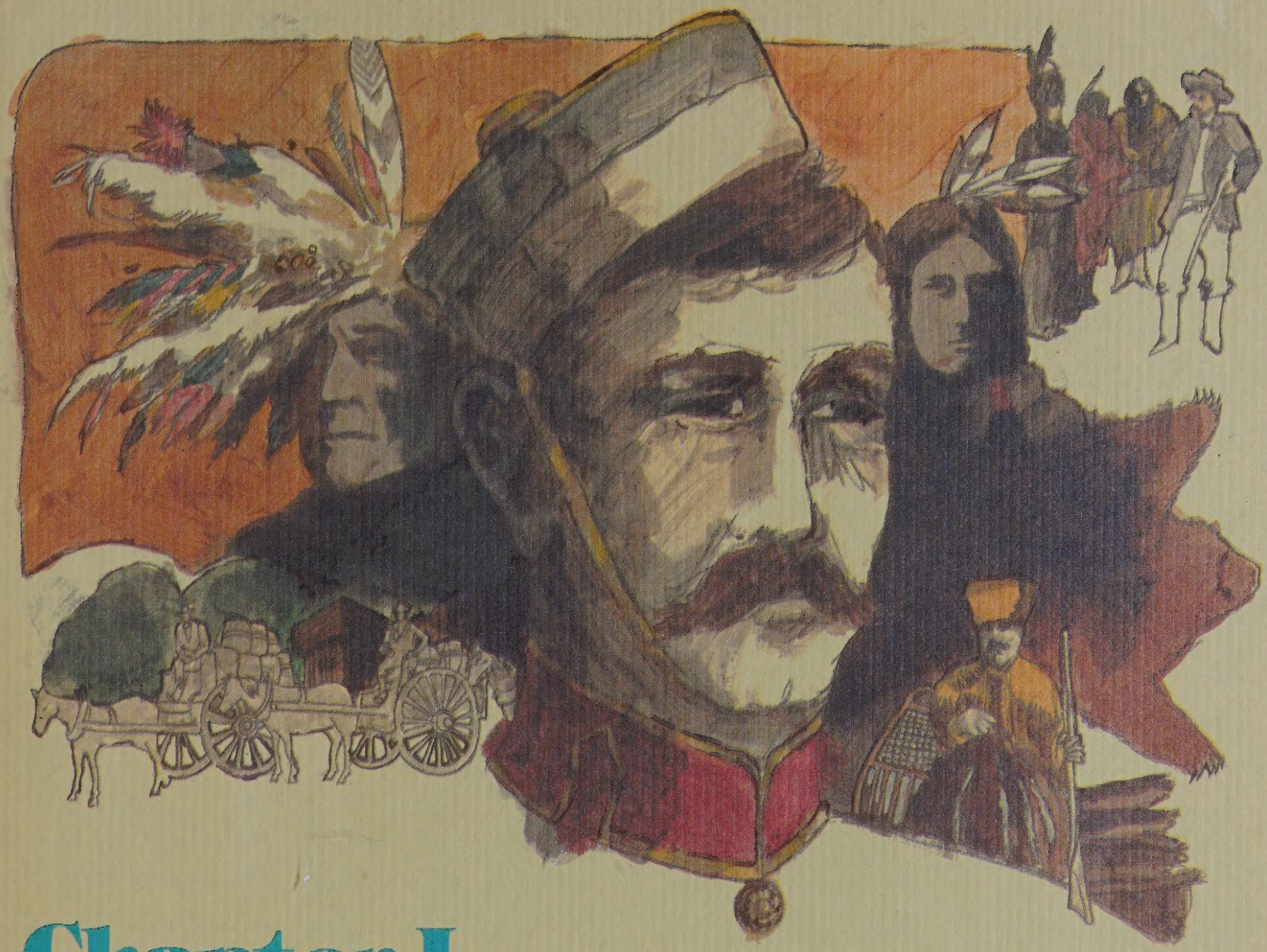


Chapter I

Background

During the ten to fifteen years before Confederation the liquor business was developed by American traders to such an extent that 26 trading posts dotted the "Whoop-Up Trail." This trail ran roughly from Calgary to Fort Whoop-Up, just south of present-day Lethbridge and on across the border to Fort Benton, Montana, the centre of the American-based liquor trade.

Bringing intoxicants into native communities caused immediate and serious problems. The problems were made worse by the concoctions reportedly used. Some Indians died from drinking the dregs of some keg of lethal potion stirred up by unscrupulous traders. One record of the period states that a barrel of whiskey was found to contain several rattlesnake heads, just to add a little bite. The whiskey and gun trade out of Fort Whoop-Up became increasingly notorious. Finally, wolf hunters and traders massacred a large number of Indians on the Canadian side of the border.

Pressure by the Hudson's Bay Company, the few Canadian government representatives in the area, and a number of Ontario newspapers forced the Tory government of John A. MacDonald into action. This gave Canada the opportunity to put a quasi-military force into the field in the west, to maintain and enforce Canada's sovereignty. A government bill in 1873 resulted in the formation of the Northwest Mounted Rifles, a title quickly changed to the Northwest Mounted Police, in order to demonstrate Canada's peaceful intentions along the ill-defined Canadian-United States border.

The arduous trek of the Northwest Mounted Police from Fort Dufferin to southern Alberta is well known to every Albertan. By the time Colonel James F. Macleod's weary detachment arrived at Fort Whoop-Up, the wolfers and whiskey traders had fled. The impact of the "Redcoats" arrival changed the moral atmosphere along the "Whoop-Up Trail" immediately. For all practical

purposes, the whiskey trade had come to an end.

To maintain control and to police the area, the Mounties established headquarters thirty miles west of Whoop-Up and called it Fort Macleod. As settlers and homesteaders began to arrive, the police were already there "maintaining the right." The settlers could build their farms, ranches, and communities in peace and without having to contend, as did their counterparts south of the border, with lawlessness and violence.

To control intoxicating spirits in the Northwest Territories, the Northwest Territories Council had enacted prohibitory laws in March 1873. This legislation made the country west of Winnipeg and east of Victoria dry. By the end of 1874 the Mounties had the situation under complete control and were vigorously enforcing the prohibition.

The Northwest Territories Act of April 1875 prohibited the manufacture, sale, or barter of intoxicating liquors, except under written permission from the Lieutenant Governor. This "permit system" became the focal point of agitation and criticism by prohibitionists for years to follow. By 1880 this dissatisfaction with the permit system reached the House of Commons, and in March of the following year Sir John A. MacDonald promised that permits would be numbered and limited. In 1880, 600 permits had been issued for quantities of liquor averaging two gallons each. By 1883, the permits covered 6,736 gallons of liquor. By 1890, quantities sold under the permit system had soared to 153,670 gallons.

In 1888, the Northwest Council was replaced as the governing body by the Legislative Assembly, in a measure designed to increase responsible government for western Canada. In 1891, the Dominion Parliament amended the acts respecting the Northwest Territories, and the Lieutenant Governor dissolved the assembly. An election was held on November 5, 1891, and one of the prominent issues before the electorate was alcohol: the regulation of liquor traffic and jurisdiction over shop and saloon.

The assembly met shortly after the election, and one of the first items of business was liquor legislation. On December 15, 1891, a committee was appointed to draft a Liquor Licensing Ordinance, which was duly passed a month later. This new ordinance, based on Ontario legislation, granted licenses for hotels to sell all types of liquor for consumption on the premises. The ordinance contained provision for setting up License Districts, for a Board of License Commissioners (three for each district), a Chief License Inspector, and one or more inspectors for each district. Hotels, if they met certain conditions regarding the premises and the sale, could obtain licenses for the sale of liquor to the public. There was also a local option provision which prohibited the granting of a license in a district where a three-fifths majority of the electorate had voted in favour of prohibition.

Numerous attempts had been made since confederation to introduce national prohibition in Canada. In 1892 a Royal Commission was established to examine the question. A nationwide plebiscite that same year demonstrated that a majority of voters favoured prohibition—but, only 44% of the electorate had actually voted. The federal government felt the plebiscite had not been a decisive enough indicator of the wishes of Canadians, and the matter was dropped.

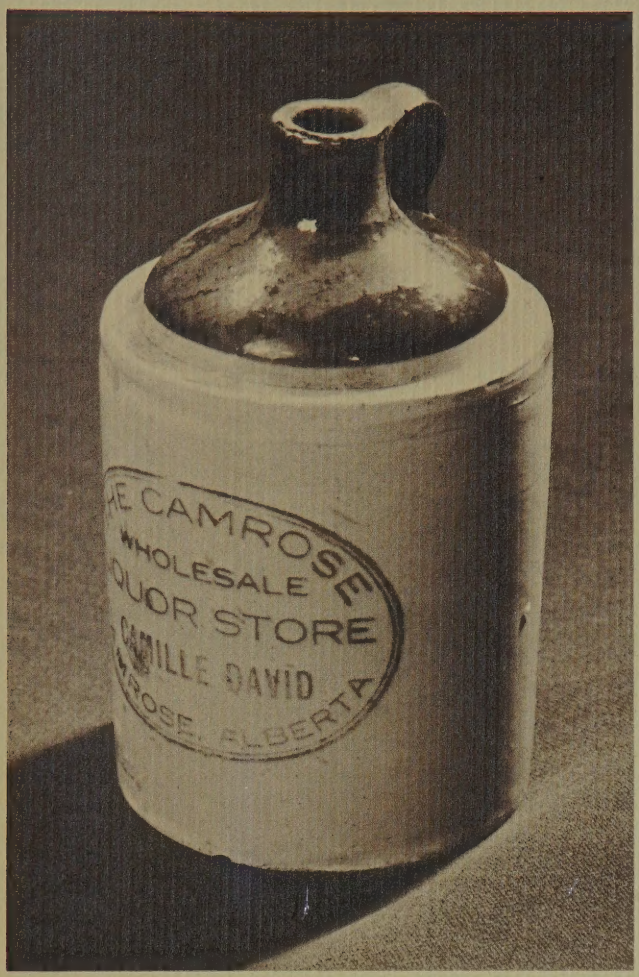
Liquor—"the Demon Rum" as prohibitionists called all alcoholic beverages—was a hot subject with Canadians in the 1890's and early 1900's. In Alberta there was steady agitation by prohibitionists, the "Drys," whose strength lay primarily in religious groups.

Opposing "these" were the anti-prohibitionists, or "Wets." Of the two, the "Drys" were the most active, forming all kinds of temperance organizations, and leading pledge campaigns. Temperance meetings and rallies, with prominent members of the community as speakers, were the most usual form of protest. On the other hand, the "Wets" did very little to counter the influence of the "Drys" except to ensure that whenever or wherever a patron wanted a drink, he got one!

The majority was somewhere between these two extremes. Most people could see some merit in the arguments of both factions. These citizens knew the problems that drunkenness caused; they also knew that they preferred to make up their own minds about whether they wanted spirits available or not.

The Liquor Licensing Ordinance of 1892 underwent almost annual amendment, but the only minor changes in particular areas of reference. Discussion of the liquor question continued to bubble up and then simmer down, on the streets, in the saloons, and in the churches.

In 1902 Parliament was called upon to investigate the government monopoly system as employed in a few other countries. Nothing concrete came of this, but because of this investigation "Wets" and "Drys" were soon to find some common ground.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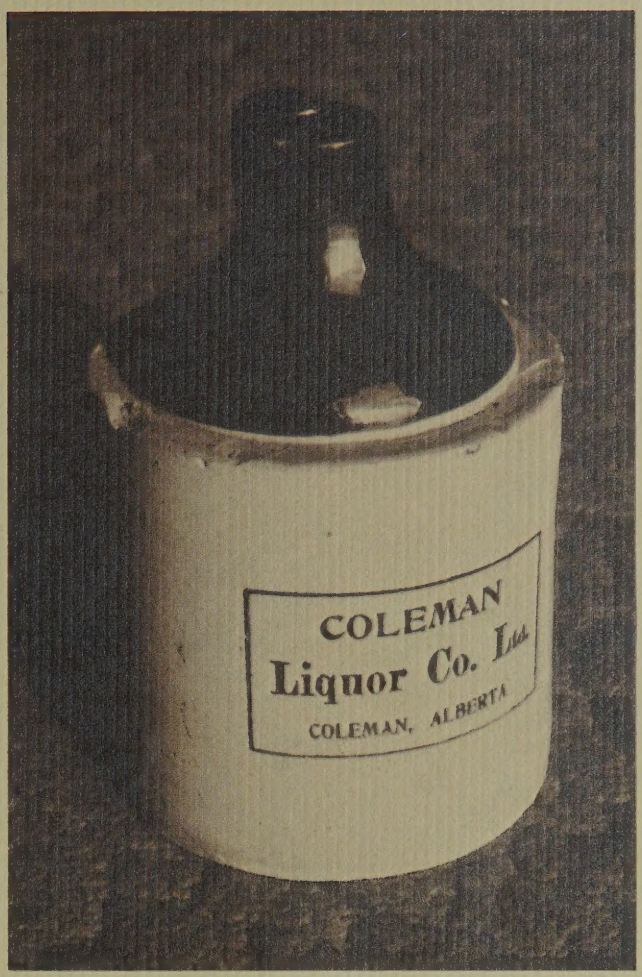
WHOLESALE
QUOR STORE
ILLE DAVID
ROSE, ALBERTA


COLEMAN
Liquor Co. Ltd.
COLEMAN, ALBERTA

Chapter II

Wets and Drys

On September 1, 1905, the Province of Alberta came into being. The new province's liquor legislation was still the Northwest Territories Liquor Ordinance, but in May 1906, the province's own Liquor License Ordinance was put upon the Alberta Statutes. This ordinance provided for the issuing of licenses and for the sale of liquor on licensed premises at both wholesale and retail levels.

Beginning in 1907, hotel licenses were limited by population. A license would be issued for the first 500 members of a community, with additional licenses available for each succeeding 1,000. No license was issued to premises within 200 yards of a school or church. Provisions were made against fraud in the sale of liquor, against refilling containers and against mixtures. The local option clause of the old Territorial Ordinance was retained in the new provincial legislation.

In northern Alberta, where communities were smaller and the population was considerably less than the ranching and farming areas of the south, the Liquor License Ordinance was inoperative. Liquor in the north was only allowed by permit. Permits were issued on request for quantities up to two gallons at a time. In 1914 the permit regulations were changed, being restricted to medical requirements only!

At this time a number of so'called "clubs," specially incorporated by acts of the legislature, came into existence. Most were merely liquor-selling outlets and gave the License Department a great deal of trouble. Abuse of liquor privileges in these clubs became a matter of public concern and discussion, and led to agressive attitudes by reformers, who were rapidly gathering strength.

The Sifton government passed the Direct Legislation Act whereby the government could be compelled to call a plebiscite on any subject regardless of what the government's stand might be. A petition, signed by eight percent of the electors in eighty percent of the constituencies in the province, and the presence of twenty percent of all electors were necessary to invoke the Plebiscite Act.

Using the Direct Legislation Act and actively circulating petitions, prohibitionists forced a referendum in 1915. The campaigns by the "Wets" and "Drys" was spirited and vigorous. Then the shouting and the speeches were over. By what was described in the Calgary Herald as "a landslide of dry votes" Alberta went "dry." The average vote was three to two in favour of prohibition.

The new Liquor Act became effective on July 1, 1916. It abolished the sale of liquor in the province, and nullified 320 hotel, club and wholesale liquor licenses. The sale of liquor was prohibited except by vendors appointed by the Lieutenant Governor in Council. These vendors were to sell liquor only on prescription, or for "mechanical, scientific or sacramental purposes." Vendors, however, were not the only ones allowed to sell liquor. Physicians could do so, and so could druggists, on receipt of a prescription.

Breweries were still permitted to manufacture two percent prohibition beer for local consumption, and stronger beer for export. Warehouses holding the stronger export beer became a source of trouble for enforcement agencies. It was soon evident that those "in the know" wishing the stronger brew could always obtain it.

The new Liquor Act and prohibition were considerably weakened because it was still legal to obtain liquor from outside the province by mail order. The result was a flourishing interprovincial mail order business in liquor.

In 1918 a federal order-in-council prohibited the importing of liquor from one province to another, or from outside Canada. This order-in-council was in effect for only two years before it was discontinued.

Control of alcohol had been somewhat simpler during the period of the order's implementation. After it

MEDICINE SIR JUS' MEDICINE

was rescinded, the private importation of liquor into the province was once again legal and enforcement of the Alberta Liquor Act became increasingly difficult.

Through amendments to the Canada Temperance Act, provision had been made to enlarge the scope of local option from municipalities to provinces. With a majority "Dry" vote in a province on a prohibition/no prohibition plebiscite, the Dominion government would apply the provisions of the Canada Temperance Act. Albertans voted under these provisions on October 25, 1920. The results were 62,772 to 44,176 in favour of abolishing the liquor export houses. The Act was implemented on February 1, 1921, and the importation of liquor into the province, for beverage purposes, stopped. The following headline appeared in the Edmonton Journal:

Alberta Prohibition Forces Win Great Victory

WANT PROHIBITION LAWS ENFORCED

In 1916, with World War I in full bloom and the tragedies of the Somme fresh in their minds, Albertans had possibly felt that prohibition would help the war effort; commodities were conserved and savings encouraged. Another reason offered by historians is that the cream of the young men of the nation were away fighting a war. These young men may have been the very ones that would have opposed the activities of the "dries" in bringing about the referendum of 1915 and their subsequent victory.

Whatever the reasons for voting for prohibition in 1915-1916, they had been lost by 1922 when pressure against prohibition began mounting steadily. That year the Alberta Legislature considered holding a plebiscite on the question of amending the Liquor Act to permit the sale of lager beer. Instead the government decided to give the Liquor Act another chance under a different type of administration.

This involved appointing a Commissioner of the Liquor Act. Among the Commissioner's numerous duties were the handling of records submitted by drugstores, the monthly issuance of numbered prescription forms to physicians who applied for them, and the keeping of all records called for by the legislation. The Commissioner was also responsible for the supervision of drugstores, restaurants, and billiards rooms! Finally, he was required to conduct special investigations, when necessary. Edward S. Bishop was appointed the first Liquor Act Commissioner under J. E. Brownlee, Attorney General of Alberta. Offices were set up in Edmonton to house the Commissioner and his small staff.

One of the Commissioner's most important tasks was to foster respect for, and compliance with, the Liquor Act. As a means of disseminating information regarding administration of the Act, Bishop introduced a monthly publication, "Liquor Act Bulletin," in October 1922. Bishop hoped that the material would be used in prepared press articles, addresses, sermons and discussions.

In fact, the Liquor Commissioner was a specialized "Minister of Propaganda," who was attempting to create a moral atmosphere inimical to the law-breaker.

The following excerpt typifies the articles appearing in the bulletin:

> *There appears to be a feeling in the community that the whole body of the people is in the grip of a militant propagandism that is striving to bring about a dispensation of neo-puritanism whereby souls will be saved by statute whether they wish to be saved or not, and the New Jerusalem set up on political foundations. It is claimed that already we have legislation not supported by public opinion in any real sense, which placed undue restraint upon individual freedom and is not essential to the welfare of the community. In stating this criticism we do not wish to be understood as sharing in it or conceding that it is well-founded. What we do say without hesitation is that while laws are in force they must be obeyed; and it is the peculiar duty of the Bar to make this plain to all manner of men. Systematic defiance of laws of a disciplinary character may appeal to some people as good sport, but it isn't playing the game in the British way. On the other hand we desire to point out that it is a fundamental mistake to confuse the provinces of law and ethic in movements for social reform. Law envisages only those rights and duties which are the elements of social life. Both in ethos and functions it is mundane. It will become a withered tree if the sap of sound public opinion does not circulate through it. Canadian Bar Review, March 1924.*

The life of the "Bulletin" was a short one, as was the career of the Liquor Commissioner.

Prohibition had never received the public support necessary for successful enforcement. On the contrary, the public at large appeared to excel in finding means of circumventing or breaking the law. Criticism of the act levelled at the government had increased steadily since the return of servicemen after the end of World War I.

Ironically, the Direct Legislation Act which had facilitated passage of the Liquor Act and prohibition in 1916, was used to destroy it in 1923. That year a referendum was held, through which the large majority of the Alberta electorate voted in favour of the sale of liquor by the government! (See ballot and result of vote on page 12 and 13.)

On May 10, 1924, the Liquor Act was repealed and the Government Liquor Control Act was proclaimed. Alberta was "wet" again after eight officially "dry" years. In light of this development, a passage from the Liquor Act Bulletin of December 1922 has more than passing interest:

> *But those responsible for the administration and enforcement of the (Liquor) Act are more confident than ever that, with reasonable co-operation from all good citizens, and if allowed a reasonable time to work out the present policy, the special difficulties of liquor law enforcement will tend to disappear and the public will settle down to accept these as good laws and laws which have come to stay.*

Prohibition had not worked!

DIRECTION TO VOTERS

The Voter must **NOT** use the **X** mark, but shall indicate his vote as follows: He shall mark the figure **1** opposite his First Choice. He may mark the figure **2** opposite his Second Choice, and then the figure **3** opposite his Third Choice, and then the figure **4** opposite his Fourth Choice.

(*a*) Prohibition--

Meaning thereby, a continuance and development of the present Liquor Legislation; that is, meaning the Abolition of the Sale of all Liquors excepting for strictly Medicinal, Sacramental, Manufacturing and Scientific Purposes.

(*b*) Licensed Sale of Beer--

Meaning thereby, the Sale of Beer in Licensed Hotels and other Premises, as provided in the proposed Temperance Act.

(*c*) Government Sale of Beer--

Meaning thereby, the Sale of Beer by or through Government Vendors for consumption in Private Residences under Government Control and Regulation—other Liquors to be sold through Doctor's Prescription for Medicinal Purposes.

(*d*) Government Sale of all Liquors--

Meaning thereby, the Sale of all Liquors by or through Government Vendors. Beer to be consumed on Licensed Premises and in Private Residences. Wines and Spirits to be purchased in limited quantities under permit issued by the Government, under Government Control and Regulation.

STATEMENT OF VOTES POLLED

November 5th, 1923

LIQUOR PLEBISCITE

ELECTORAL DIVISION.	First Choice Votes				Second Choice Votes				
	A	B	C	D	A	B	C	D	Plump
ACADIA	1,250	68	50	1,284	69	509	721	180	1,171
ALEXANDRA	845	61	62	659	39	219	487	84	798
ATHABASCA	145	28	17	646	13	243	177	38	361
BEAVER RIVER	116	53	31	1,596	7	699	330	52	703
BOW VALLEY	408	109	67	1,311	33	669	577	92	502
CALGARY	8,843	269	349	16,897	353	10,354	6,290	879	8,451
CAMROSE	2,104	72	94	1,327	69	492	634	163	2,199
CARDSTON	1,521	15	10	352	14	108	155	56	1,566
CORONATION	1,329	82	74	1,075	20	141	345	57	823
CLARESHOLM	742	16	16	612	2	64	85	7	141
CLEARWATER	66	23	8	203	21	204	261	58	437
COCHRANE	424	36	13	510	76	385	680	151	1,249
DIDSBURY	1,821	144	108	2,144	63	937	1,033	188	1,987
EDMONTON	10,297	513	340	14,041	252	6,181	4,572	757	13,404
EDSON	410	121	69	2,262	35	682	683	120	1,342
GLEICHEN	733	67	45	1,392	41	653	596	110	833
GROUARD	133	32	22	1,115	5	554	264	35	441
HAND HILLS	1,126	127	93	1,908	85	714	913	209	1,305
HIGH RIVER	753	32	22	738	29	287	376	59	759
INNISFAIL	919	32	23	693	20	238	399	95	909
LACOMBE	1,623	69	59	965	56	398	424	152	1,651
LAC STE. ANNE	411	104	68	1,399	31	574	494	121	757
LEDUC	660	63	37	1,132	13	489	267	74	1,053
LETHBRIDGE	1,342	56	52	3,157	62	1,141	1,114	99	2,158
LITTLE BOW	867	38	46	742	32	253	431	94	881
MACLEOD	314	23	15	780	18	257	381	41	430
MEDICINE HAT	1,915	150	96	3,107	75	1,171	1,332	223	2,461
NANTON	497	16	15	567	15	184	316	54	523
OKOTOKS	495	47	21	750	24	345	340	74	528
OLDS	1,135	43	36	783	29	302	370	81	1,211
PEACE RIVER	1,087	116	106	2,309	75	717	839	188	1,740
PEMBINA	747	66	40	879	26	246	408	89	958
PINCHER CREEK	250	22	12	763	25	229	277	40	475
PONOKA	982	33	38	665	41	247	297	90	1,042
REDCLIFF	498	100	54	987	34	374	486	123	613
RED DEER	1,647	70	38	1,170	42	439	526	110	1,778
RIBSTONE	1,196	70	54	849	47	325	515	126	1,158
ROCKY MOUNTAIN	641	88	76	2,578	55	898	1,054	108	1,267
SEDGEWICK	1,272	61	64	1,283	13	963	352	46	532
ST. ALBERT	163	45	28	1,772	12	418	691	67	414
STETTLER	1,430	80	60	1,429	43	435	660	120	1,344
STONY PLAIN	428	73	29	996	76	653	677	150	1,434
ST. PAUL	208	76	36	1,283	21	444	271	83	707
STURGEON	890	146	112	1,902	35	475	444	117	1,832
TABER	1,618	59	56	1,521	51	393	739	117	1,953
VEGREVILLE	1,215	68	73	1,894	43	392	522	112	2,342
VERMILION	1,055	64	63	1,562	37	363	507	81	1,744
VICTORIA	638	40	41	1,407	14	274	203	47	1,586
WAINWRIGHT	935	56	61	1,194	60	318	461	122	1,285
WARNER	293	27	12	565	17	192	287	48	349
WETASKIWIN	1,040	37	40	946	38	315	372	87	1,249
WHITFORD	170	30	27	1,658	9	326	205	15	1,332
	61,647	3,936	3,078	93,680	2,415	38,883	35,840	6,489	78,268

Chapter III

Government Control

Implementation of the Government Liquor Control Act saw the provincial government assume complete control of the retail and wholesale selling of alcoholic beverages. It was a massive undertaking that required a considerable change in the thinking and habits of numerous people, establishments, and departments.

An instrument for exercising this control had to be found; the government created the Alberta Liquor Control Board as this instrument.

The Liquor Control Board was to consist of one, two or three members, as determined from time to time by the Lieutenant Governor in Council and Chairman. The first member of the board was R. J. Dinning, a Lethbridge banker.

The legislation creating the Liquor Control Board gave it broad powers. The board was to: manage and supervise all government liquor stores; buy, sell, and import liquor; control possession and consumption; determine municipalities where stores would be established; grant, refuse, or cancel permits for the purchase of liquor; lease, furnish, and equip any building required under the act; appoint vendors, officers, inspectors, clerks, and fix their salaries, titles, and duties and control liquor packaging, and grant and issue licenses. In addition, the board was given power to make regulations regarding equipment, the management of stores and warehouses, and the records to be kept. It was to define the duties of all employees and the brands and varieties of liquor to be purchased and sold. The hours of sale in

stores, hotels, canteens and clubs licensed to sell beer were to be set by the board. Prices, official seal and labels, the kinds and quantities of liquor which could be purchased under permit, fees for permits and licenses, the conditions to be met before a license would be granted, and the conduct and management of any premises licensed to sell beer under the Act—all were in the board's mandate.

Operations did not begin without difficulty. Buildings and space for the board's facilities had to be obtained and personnel hired or transferred from other government establishments. Acquiring property at reasonable prices was difficult, but not as difficult as a contemporary newspaper account headed, "Property Owners Attempt to Hold Up Liquor Board" may have made them appear.

Accommodation for the board was located in the Marshall Wells Warehouse on 103rd Street and 104th Avenue in downtown Edmonton. Additional office and warehouse space was rented from the Hudson's Bay Company at 535 - 10th Avenue in Calgary.

On May 9, 1924, the board published its first price list, which was greeted with scorn. The prices were termed "ridiculous" and "scandalous" by some of the more prominent citizens who referred to themselves cautiously as "moderationists." It had been generally hoped that prices would be set close to the wholesale value at which liquor was formerly sold to druggists for dispensing on prescription. However, the board pressed onward, undaunted by the criticism that it had made liquor far too costly and was thus defeating a major purpose of the act, namely, the eradication of illicit stills and bootlegging. Some expressed the opinion that the list was only temporary, and that once initial costs had been defrayed, prices would be reduced!

Copy of first price list showing some of the products carried and prices charged in 1924:

CANADIAN SCOTCH

47.	McLaren's 1887	Rep. Qts.	$5.25
48.	McLaren's 1890	Rep. Qts.	4.75
	Consolidated Distilleries Ltd.—		
49.	Duncan's Royal Palace Liqueur	Rep. Qts.*	
50.	Embassy	Rep. Qts.*	

IRISH WHISKY

51.	Burke's	Imp. Qts.	$6.75
52.	John Jameson's 3 Star	Imp. Qts.	7.25
53.	Old Bushmills	Imp. Qts.	7.00
54.	Old Comber	Imp. Qts.	6.75
55.	Power's 3 Swallows	Imp. Qts.	7.00
	Dublin Distillers Co., Ltd.—		
56.	D.W.D.	Rep. Qts.*	
57.	G.R.	Rep. Qts.*	

RYE WHISKY

61.	Corby's Special Selected	Imp. Qts.	$4.75
62.	Corby's Special Selected	Rep. Qts.	3.50
63.	G. & W.	Rep. Qts.*	3.00
64.	G. & W. Special	Rep. Qts.	3.50
65.	Walker's Canadian Club	Imp. Qts.	5.50
66.	Walker's Canadian Club	Rep. Qts.	3.75
67.	Walker's Imperial	Rep. Qts.	3.50

BOURBON WHISKY

71.	Old Crow (strength, 100 American proof)	Rep. Qts.	$4.50
72.	Old Kentucky (strength, 100 American proof)	Rep. Qts.	4.50

RUM

81.	Old Buck (full strength, about 32 over-proof)	Imp. Qts.	$7.75
82.	Old Buck (full strength, about 32 over-proof)	Rep. Qts.	5.25
83.	Old Sam Demerara	Rep. Qts.*	
84.	Lamb's Fine Navy	Rep. Qts.*	

Items Marked * not yet in stock. These will be bulletined in Vendors' Stores on arrival.

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GIN

91.	Bols V.O. (Stone Jars)	¾ Litre	$4.00
92.	Booth's High & Dry	Rep. Qts.*	
93.	Bowen's London Dry	Rep. Qts.	3.75
94.	Burnett's Old Tom	Rep. Qts.	3.75
95.	De Kuyper	Imp. Qts.	5.25
96.	Fockink	Imp. Qts.	5.25
97.	Gilbey's London Dry	Rep. Qts.	3.75
98.	Gilbey's London Dry	Rep. Pts.	2.25
99.	Gordon's London Dry	Rep. Qts.	3.75
100.	Hills & Underwood	Rep. Qts.	3.25
101.	Melcher's (Holland Type)	Imp. Qts.	4.75
102.	Ross' Sloe	Rep. Qts.	4.25
103.	Wolfe's Schnapps	Rep. Qts.	4.00

BRANDY

121.	Beehive 3 Star	Rep. Qts.	$3.75
122.	Frapin Special 20	Rep. Qts.	4.00
123.	Godet Frères 1852	Rep. Qts.	8.00
124.	Godet Frères 3 Star	Rep. Qts.	5.00
125.	Hennessy 3 Star	Rep. Qts.	4.50
126.	Hennessy 3 Star	Rep. Pts.	2.25
127.	Martell 3 Star	Rep. Qts.	4.50
128.	Martell 3 Star	Rep. Pts.	2.25
129.	Monnet V. O.	Rep. Qts.	4.25
130.	Morton's 3 Star	Rep. Qts.	3.75
131.	Morton's C.P.B.	Rep. Qts.	3.50
132.	Renault 3 Star	Rep. Qts.	4.50

PORT

141.	Kennedy's Tonic	Rep. Qts.	$1.50
142.	Kopke's Crown Royal	Rep. Qts.	2.75
143.	Kopke's Invalid	Rep. Qts.*	
144.	Morgan Bros. No. 1	Rep. Qts.	3.00
145.	Warre's Convido	Rep. Qts.	2.50

NATIVE WINE

157.	Royal Crest Port	Rep. Qts.*	
158.	Jordon Tokay (white)	Rep. Qts.*	
159.	Agape (Sacramental)	Rep. Qts.	1.00
160.	St. Augustine (Sacramental)	Rep. Qts.	1.00

Items Marked * not yet in stock. These will be bulletined in Vendors' Stores on arrival.

7

The next day, Saturday, May 10, 1924, the Alberta Liquor Control Board was an operating entity of the Government of Alberta.

A Liquor Control Board vendor could sell spirits only to a "permit holder," and only the board could issue a permit to buy spirits. The holder had to have an order filled out in duplicate, stating the kind and quantity of the spirits desired. His signature was required and payment was in cash. Special permits were issued to druggists, physicians, veterinarians, manufacturers, scientists, and ministers. In slightly altered form this system continued to 1960.

On Monday, May 12, 1924 the sale of permits began through the offices in Edmonton and fifteen additional points throughout the province, and the A.L.C.B. liquor stores in Calgary and Edmonton opened for business. One newspaper reported that a small group of six men and one woman awaited the opening of the Edmonton store. First day business was anything but brisk to begin with, but picked up considerably before closing time. The next day a Calgary paper ran a story under the heading "Woman is First Drunk in Court Under New Act."

As quickly as possible more stores at strategic points were opened. At the end of the first week twelve stores were doing business. Additional stores followed where local conditions and the question of service to the surrounding territory warranted the action.

Three types of licenses could be granted under the new act: Club, Canteen, and Beer. Each permitted the sale of beer by the glass or open bottle for consumption on the licensed premises. On June 5, 1924, the Palliser became the first licensed hotel in Alberta. The Palliser's northern counterpart, the Macdonald Hotel in Edmonton, questioned the value of the new beer licenses. It was reported that "no application had been made up to the present by the Macdonald Hotel in Edmonton, as the management is of the opinion that the coffee room is a more valuable asset than the privilege to sell beer"! Within six months the Macdonald management was of a different opinion. They took out their first license in 1925.

The first club license was issued to the Mayfair Golf and Country Club in Edmonton on June 24, 1924, and on the same day licenses were granted to five other golf clubs in Edmonton and Calgary, as well as a number of other organizations.

An important feature of the 1924 Act was the "local option" (which still exists in slightly altered form). Upon receipt of a petition addressed to the Lieutenant Governor in Council, signed by not less than 25% of the electorate in a municipality or electoral division, asking that the municipality or electoral division be created a "Local Option Area," the Lieutenant Governor in Council was empowered to create such an area for the purpose of taking a local option plebiscite. The Lieutenant Governor then called a vote of the residents of the area to determine whether or not they wished to have licensees allowed in the municipality or electoral division. A bare majority decided the question.

Brewers also were licensed by the board to sell beer and malt liquor to a government vendor, to any person holding a permit, and to licensees. In the first year of operation, the board licensed five brewers. Extensive obligations were imposed upon them with regard to the keeping of records, and the filing of reports to the board on sales.

By the end of 1924 the Alberta Liquor Control Board had taken hold of the marketing of spirits in the province. Beer licenses had been granted to 288 hotels, while 46 clubs and 13 canteens had been licensed to sell beer.

The total staff of the board at the end of the year was approximately 140. All monies received by the board, in addition to fines levied under the act, were payable to the Provincial Treasurer for general revenue.

Form No. 222

NOTICE!

VENDORS ARE NOT PERMITTED TO CASH CHEQUES

SALES FOR CASH ONLY

Vendors are only allowed by the Government Liquor Control Act of Alberta and the Regulations made thereunder, to sell and deliver liquor to the HOLDERS OF A SUBSISTING PERMIT, when the liquor has been paid for in CASH.

By Order,

ALBERTA LIQUOR CONTROL BOARD.

Section 13, Chap. 14, 1924.

Chapter IV

Enforcement of the Act

Although the board was functioning well in its monopolistic role it was not all smooth sailing. For a number of years, the board had considerable difficulty with bootleggers and moonshiners. Moonshiners were extremely difficult to catch since stills were usually made from ordinary household items. One still, for example, was made from a washtub, the lid being sealed down securely with bread dough. Another was constructed entirely from a selection of pots and pans found in any kitchen.

Incredible though it may seem now, the board, under the act, could only seize the moonshine itself and had no authority to destroy or seize the still or mash. Only the officers of the Federal Inland Revenue Department had power to seize the still and ingredients. These officers did essentially nothing to help the board enforce the act, and were the target of constant criticism from the board for their failure to do so. In Mr. Dinning's words:

> *The suppression of the illicit manufacturing of liquor in Alberta is the function of the Dominion Government. The Federal organization available for this enforcement work, while under capable supervision, is entirely inadequate to suppress this traffic. Prevailing economic conditions have intensified the problem and the board's expenditures in connection with this work are unduly heavy. Further representations are being made to the Federal authorities of the Excise Department in an endeavor to have them provide ample facilities for carrying on this preventive work.*

Analyses of seized moonshine indicated that most of it was a grave menace to the health of the drinker. There were a number of reported cases of blindness and even death. The board offices in the Marshall Wells building in Edmonton had a special room reserved for the storage of confiscated moonshine. Here it reposed until analysed and destroyed. Normal office routine was interrupted by the occasional eruption of an overactive mix, which had either 'popped its stopper' or exploded like a hand grenade.

In 1928 a number of related problems connected with the brewing industry came to a head. After 1924, the brewers had been operating on an "open-market" basis, selling direct to licensees and permittees. There were brewery agents in almost every town, and the basis of their remuneration was a commission. Volume sales were of paramount interest to these agents and the result was active competition. This competition, it was reported, forced the agents to sell after hours and to give away stock as inducements! As hotel men began demanding credit the brewers found that soliciting accounts was a game for high stakes. If one brewer refused a licensee further credit, he merely switched brewers. The representatives then began to experience difficulty in collecting the money owed on credit accounts.

For reasons of self-preservation on one hand, and independence of board control on the other, Alberta brewers got together during May of 1928. The brewers hammered out the first beer quota agreement to divide the beer market among themselves. The board approved this agreement, and left its enforcement to the brewers.

The second problem was related to the actual distribution of beer. Each brewery distributed its own product through its own carrier, maintaining its own warehouse network throughout the province. All this resulted in a costly duplication of services. In the 1926 annual report of the board, Mr. Dinning made the following complaints:

> *Some progress has been made by the brewers in consolidating the beer distribution facilities in the smaller centers, but there is still ample room for material improvement.*
>
> *Until the brewers co-operate in cutting their elaborate and expensive overhead in connection with the distribution of beer and eliminate the heavy investments being made directly or indirectly in purchasing or financing licensed hotels, there is very little hope of any reduction in the price of beer.*

This problem was forcing up the price of beer. To solve it a corporation known as "Distributors Limited" was formed by the Alberta breweries and went into operation on August 1, 1928. Possibly due to the increased efficiency of beer distribution and the more orderly marketing, the price of beer had been reduced by one dollar a barrel by the end of the year.

From 1924 to 1931 the board has its own "enforcement branch." This branch policed the provisions of the Liquor Control Act. Its officers circulated throughout the province, equipped with an official badge and armed with a handgun. Unfortunately, these officers were often the subject to ridicule and contempt. An indication of the feelings against these men can be gleaned from an article appearing in the Calgary Herald of July 12, 1928.

> *PAID FOR JOKE PLAYED UPON LIQUOR SQUAD*
>
> *"He who laughs last laughs best" is an old saying, but it still holds good in spite of changing times. At the Carstairs races the other day, the ponies were there, there were a few bottles, and to complete the picture the Alberta liquor law enforcement officers were on the scene.*
>
> *As the eagle eyes of the officers scanned the surroundings, a young man staggered into the center of the main street and started to drink out of a bottle. He was immediately arrested and taken to the office of the justice of the peace.*
>
> *A large crowd followed and just before the accused law breaker was taken, there was a burst of laughter. The young man had evidently been drinking for the benefit of the officers, as it was discovered that the bottle only contained cold tea.*
>
> *Later the control officers saw the same person taking a drink in a remote corner, and in spite of their recent failure, went over and investigated. This time the bottled contained the goods and the young man was returned to the J.P.'s office.*
>
> *This time it was the officers' turn to laugh and the "ha-ha" was at the expense of the enterprising young man who had conceived the first joke, for it cost him $20 and costs to leave the building.*

When enforcement of the act passed into the hands of the R.C.M.P. in 1932, one official, heaving a sigh of relief, said to reporters, "We are very glad to get rid of it." Many people felt that the enforcement squad, because of the type of work in which it was necessarily involved, created a certain amount of ill-will and friction between citizens and the board. Enforcement of the act today rests with the R.C.M.P. and municipal police forces.

Amendments to the Government Liquor Control Act were relatively frequent, and the first change was made the year after its passage. Most changes were of minor significance but one at least created controversy. In 1934 a beer licensee was granted the right to sell beer in unopened bottles for consumption off the premises. This move caused a furor that lasted almost two years. One of the reasons for granting the sale of beer for consumption off premises can be traced to the very nature of Alberta's agrarian style of life. A great portion of provincial communities were too small to support a proper

A.L.C.B. store, yet the great majority of small communities had at least one hotel and that hotel invariably had a license to sell beer. By allowing over-the-counter sales and off-premises consumption, it was possible for a farmer to obtain a supply of beer and take it to his home without either over-staying the social part of his visit or having to travel an inordinate distance to the "government store." Off-premises consumption also made bootlegging a less attractive proposition in a community.

In reply to the board's move, a delegation of nine Alberta temperance groups urged the government to repeal the change. The temperance groups also sought another plebiscite on prohibition. The old battle between the "Wets" and the "Drys" was still smouldering. The provincial government took a firm stand and refused both requests. Off-premises sales were in Alberta to stay!

By 1936 it became apparent that as the act stood, there could be serious abuses by the brewers. The quota agreement, set up by the brewers in 1928, was apparently not being properly enforced or policed. There was evidence that pressure salesmanship was being used, and that hotelmen were being paid to give away free beer.

The changes in the act made in 1936 imposed additional requirements upon the brewers. They now had to deliver returns to the board detailing sales of beer and malt liquor for specified periods, with a penalty for default. They were further required to notify the board of times when shipments were to be made, and no shipment could be dispatched until the board was so informed.

On August 28, 1937, Mr. R. J. Dinning retired. He had served as the sole board member since its creation thirteen years previously. He was replaced as Chairman by Mr. J. A. King, previously with the Sales Tax Department in Edmonton.

At this time, a second Board Member was added, Mr. J. F. Percival, the then Deputy Provincial Treasurer, who acted in a dual capacity.

By May 1939, the fifteen year old Alberta Liquor Control Board was a positive force in the management of the sale of spirits in the province. It had passed through some stormy times, but the staff had always managed to keep the best interests of the majority of the public in mind.

Chapter V

War Restrictions

The 1930's had seen the worst years of the Great Depression try the prairie provinces. A new ordeal entered the lives of Canadians in 1939 when Canada went to war with Germany on September 10.

The beginning of the Second World War had little real effect on the board's operations and sales. There were the inevitable personnel changes as young men in the stores and board offices volunteered for service in the navy, army or air force.

For the first three years of the war there were ample liquor stocks available despite the rationing of supplies. However, as the war progressed, some changes had to be made. On December 17, 1942, Prime Minister Mackenzie King announced a sharp reduction in the amount of beverage alcohol which could be released from bond. In addition, any liquor or beer advertising was banned for the duration of the war. The measures were taken, in the Prime Minister's words, "as a means of achieving a total war effort." A reduction in the amount of beverage alcohol released from bond during the year had begun on November 1, 1942. The bond releases compared to the previous year were down ten percent for beer, twenty percent for wine and thirty percent for spirits. Another method used to restrict sales was to reduce the alcohol content of spirits to not more than thirty percent under-proof. (Most spirits were twenty-five percent underproof before.)

Increased buying power and increased population, resulting from the wartime economical improvements, coupled with the restrictive measures, led to increased

demands on a reduced supply. The board was forced to set limits on purchases by individual permit holders and licensees. These unpopular limits often varied from month to month. During the month of August, 1943, the quota reached a low when permit holders were allowed to purchase only thirteen ounces of hard liquor, twenty-six ounces of wine, and six large or twelve small bottles of beer for the entire month.

A permit with the quota still unused had become extremely valuable. Anyone who had not used his ration hustled off to the vendor to have it filled for someone else if not for himself. Permits had to be issued to applicants in person, and men were carried into stores on stretchers to apply for their permits. Wives took out permits to buy for their husbands; stenos bought for their bosses.

Hotels were given a quota on the amount of draught beer they could sell. Many hotelmen calculated a daily quota from the number of kegs allotted per month. As it turned out, a number of hotel keepers found that by remaining open even three or four hours a day, the quota had been exhausted. There were frequent complaints by customers that they had received nothing but a glass of foam!

In March, 1944, the federal government restrictions on beer were lifted, but all others remained in force for a year or so. The termination of the beer restrictions had been of no real help. Malt supplies were still rationed. There was also a severe shortage of bottles, kegs, and cardboard cartons. This became so extreme that the board was prompted to request the public to return the cartons as well as the bottles so that all could be reused. In fact, the board issued a notice to all vendors instructing them to tell customers just how to treat the cardboard beer cartons so that they would last longer.

Mr. J. A. King resigned as Chairman of the Board, effective October 15, 1947. He was succeeded by Mr. A. J. Mason, who had been one of the employees of the board when it began operations in 1924. He thus became the first board employee to become its head. Mr. Percival, Deputy Provincial Treasurer, remained as the second board member.

WHADDYA MEAN SLOW DOWN?! —ALL I DID WAS BLOW THE HEAD OFF IT!

Chapter VI

Restrictions Lifted

By the start of 1946, both gin and rum were removed from the restricted list and breweries were able to cope with the demands. There were no more bottle, keg, or carton shortages, and the restrictions on beer purchases were completely lifted. By October of that year, restrictions on wine were removed. It was not until April 1, 1947, that the quota on Canadian whiskey was lifted, and only imported scotch remained on the restricted list. Only one twenty-six ounce bottle per month per customer was allotted. The scotch restrictions remained until the end of October, 1947. Even after that date, it was in short supply.

In 1950, a number of significant changes were made in the Liquor Control Act. The board was given the authority to issue liquor licenses to clubs and canteens that already had beer licenses, but only if there was a dining room operating on the premises for the regular service of meals. The first such license was issued to the Edmonton Club on July 13 of that year.

More stringent conditions were imposed on hotels holding beer licenses. They were subjected to closer scrutiny and regulation. The board was also empowered to license a new distillery and to authorize it to import wines and spirits into Alberta. The distiller was required to make returns, permit examination of books and equipment, and furnish samples on request, with a penalty for default. Within a year, the first provincial distillery (Alberta Distillers Limited) was licensed and operating in Calgary.

Another important change in 1950 was altering the majority under the "local option" vote. In order to grant beer and club licenses or build stores in the local option area, sixty percent of the voters had to favour such a move. In areas where licenses had already been granted, sixty percent had to vote against the issuing of licenses. The majority was raised because of disputes arising over borderline cases.

By 1952, the board's net income had risen to almost $13 million, and full-time staff numbered nearly 400. In the 1951 fiscal year, the board granted 409 hotel beer licenses, 69 club licenses, 31 canteen licenses, 5 brewers' licenses and 1 distillery license. There were then 63 stores in operation throughout the province.

It was announced in early 1955 that Mr. Mason would retire in April of that year, and would be succeeded by a three-man board. On May 3, Mr. G. A. Clash was named Chairman, and Mr. H. W. J. Maddison, and Mr. D. B. MacMillan appointed members. Mr. Clash had joined the Alberta government in 1938 to establish a Provincial Marketing Board. Later he set up the government's purchasing agency and headed both until his appointment as Chairman of the board.

Chapter VII

Committee Recommendations

On March 27, 1956, a special Committee was appointed by the Legislative Assembly to review the provisions of the Liquor Control Act, and to make recommendations as to its amendment. Submissions were requested from all interested groups and individuals. 160 briefs were received from organized groups, and 63 from individuals.

One of the really controversial issues which the committee was to examine was that of mixed drinking in beer parlours. From 1924 to 1927, mixed drinking had been permitted in all beer rooms throughout the province. During those three years the situation in Edmonton and Calgary had become quite serious due to disturbances on licensed premises, reportedly caused by the presence of women. In the early years, it had been necessary to discipline several of the licensees in the two cities. This did not prove entirely effective. Police in both cities had numerous discussions with the board, and finally suggested that women be barred from entering the beer rooms in either city. This was considered too drastic, and the board therefore notified the Hotel Association that it intended to make application for an Order-in-Council forbidding the service to women unless a special room was provided for their convenience. Officials of the Hotel Association requested that the board deal with the matter by "Board Order" instead. Thus in consequence, all licenses issued to hotels in Calgary and Edmonton since January 2, 1928 were granted on the understanding that women, if served in a hotel in either city, must have a separate room provided for them. In other words, there could be no mixed drinking!

A number of other interesting recommendations were made in response to the submissions by various groups and individuals. For example, a return to stand-up drinking was urged by one group, which advocated the removal of all seating from licensed premises! Although the committee agreed that bars and stools should be provided, it was not convinced that licensees should be instructed to remove all existing seating.

The committee also heard suggestions that the alcoholic content of all beverages be reduced. In its reasons for disagreeing with this proposal, the committee took the opportunity to state that the alcoholic strength of beverages sold in Alberta conformed to that available in other provinces. The committee also investigated the claims that the board was watering down their liquor. The claims were proved to be totally unfounded. At that time the board did not bottle spirits of any kind, and liquor imported into the province conformed to the strength standards established by the federal government during World War II.

Another contentious issue dealt with by the committee was the question of additional types of liquor outlets. Hard liquor could not yet be purchased by members of the general public in restaurants or hotels. The recommendation that no new types of liquor outlets be permitted did not receive the unanimous support of all members of the committee. At least two members felt that there was such a great divergence of public opinion on the issue, that it would be in the public interest for the legislature to refer the decision to the people of Alberta by a province-wide referendum.

The committee also recommended that the board continue its policy of opening new stores as Alberta's rapidly growing population warranted, that interests held by manufacturers of alcoholic beverages in retail outlets be curtailed, that liquor not be sold to Indians, and that the drinking age remain at twenty-one.

As a result of the study, a province-wide referendum was conducted on the opening of additional types of liquor outlets. The cities of Calgary and Edmonton also held plebiscites on "mixed drinking." In the first provincial liquor plebiscite in almost 35 years, Albertans voted firmly in favour of additional types of liquor outlets. By an even greater affirmative vote, the cities of Calgary and Edmonton expressed a desire for mixed drinking in beer parlours.

The votes, however, were not binding on the Legislature, and there was considerable speculation as to what would be done. The government responded in the spring of 1958 by completing a major overhaul of Alberta liquor laws. Three new statutes were put on the books: The Liquor Control Act, The Liquor Licensing Act, and The Liquor Plebiscites Act. Under the new acts, the constitution of the board remained unchanged, but its powers were increased and more exactly defined. The board was charged with the administration of both the Liquor Control Act and The Liquor Licensing Act.

It was in this legislation that provisions were made, in keeping with the recommendations of the special committee, to prohibit the continuation of the "tied house." Brewers and distillers could no longer hold or acquire interests in outlets for the sale of their products. These provisions of the act were designed to prevent a manufacturer from exerting any influence on the sale of his products in licensed premises. Brewers or distillers then holding interests in retail outlets were given ten years to dispose of them. By 1967, with some approved exceptions, all such interests had been eliminated.

The new act also abolished the individual permit, and the board began selling to anyone who was not prohibited by law from possessing and consuming liquor. An individual could apply if he chose, for an identification permit, and the special permit, which was available to doctors, veterinarians, druggists, dentists, manufacturers, institutions, hospitals, scientists, and ministers, and to individuals who could use the liquor purchased under the permit as authorized. The rights and obligations under each type of permit were set out, with penalties for abuse.

Another change was made regarding the conveyance of liquor. Under the original Liquor Control Act, an open bottle or container could not be conveyed lawfully. The new Liquor Control Act, allowed a traveller to carry open bottles or containers so long as they were packed with his luggage.

The Liquor Licensing Act of 1958 contained the long-awaited provisions relating to the types of licenses that could be issued. In response to the referendum two completely new types of liquor outlets were introduced: dining lounge (restaurant), and the lounge (cocktail lounge). Dining lounge licenses were, and are, issued at the discretion of the board to a dining room of good quality. It authorizes the licensee to sell liquor by the glass for consumption in the dining room with meals. A lounge license can be granted to the holder of a dining lounge license, as long as the area to be licensed adjoins the dining room.

It is worth noting the change which has taken place with respect to the serving of food on licensed premises. Under the original Liquor Control Act of 1924, the service of food was specifically prohibited in beer rooms. Today, the service of food in licensed premises is encouraged.

These two new types of licenses are issued only to persons of good reputation or corporations operating a railway in regard to its trains, hotels, or resort clubs. The act specifies that the board shall not issue a dining or cocktail lounge license unless it is satisfied that the sale of food will be the main source of revenue.

During the 1958 fiscal year, the board issued twenty-three dining lounge licenses and twelve lounge licenses were issued to the Canadian National and the Canadian Pacific Railways on June 6, 1958. The first such license issued in Calgary was to the Wales Hotel on November 5, and in Edmonton, to the Macdonald Hotel on November 26.

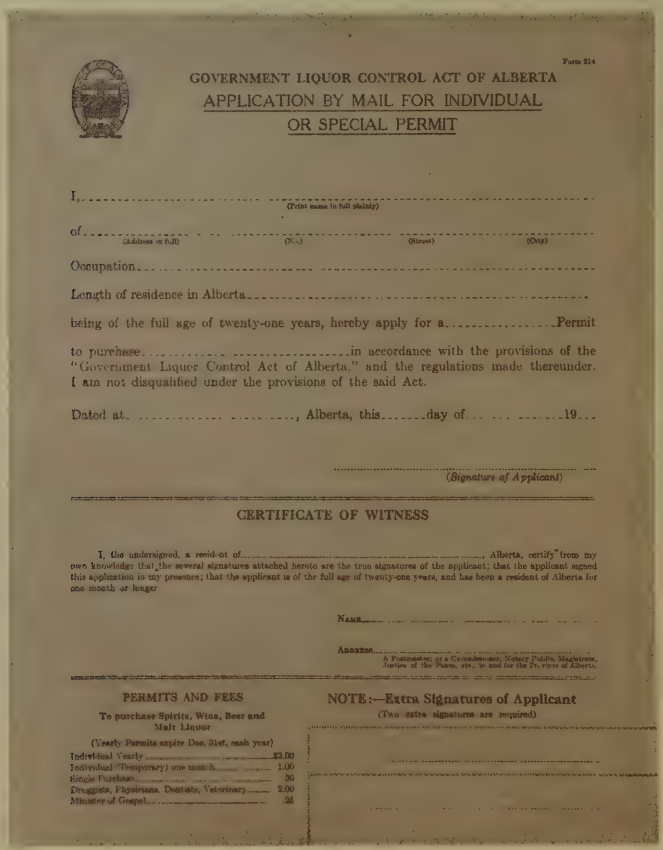
As with each change of liquor legislation, there was controversy. Many feared that these new outlets would greatly increase liquor consumption. Two years after the 1958 act was passed, Mr. Clash was able to dispell these fears. He pointed out that liquor sales were only part of a dining lounge operation. There was a definite trend shown by the public to patronize the lounges as the upgraded standards provided relaxed surroundings not evident in most licensed beverage rooms. Unlicensed premises were suffering a general decrease in popularity, and as a result, were being forced to upgrade their overall standards in order to more favourably compete with their licensed counterparts.

The revised legislation partially resolved the mixed drinking problem in accordance with the wishes of the majority of Edmonton and Calgary residents. A provision in the act authorized the board to license beverage room premises for the use of "men only," or for the use of "ladies and escorts." A hotelman could apply to have his beverage room premises divided into two parts: one for the use of "men only;" the other for the use of "ladies and escorts." The "ladies and escorts" portion of the premises was to be used only by women or by women with escorts.

Although this particular arrangement did not prove totally satisfactory, it was almost ten years before the mixed drinking issue was laid to rest once and for all. In 1967, the Liquor Licensing Act was amended so that a licensee, if he chose, could request that the entire beverage room be licensed for the use of men and women together.

In May of 1958, board member D. B. MacMillan, retired after four years of service with the board. Mr. James B. Falconer, formerly Assistant Chief Factory Inspector, was appointed to fill the vacancy left by Mr. MacMillan's retirement. In October of the same year, Mr. C. G. MacGregor of the Municipal Affairs Department was appointed as the third member of the board to replace Mr. Maddison.

Mr. Clash died suddenly in 1960. The position of Chairman was not filled until June 1961, when Mr. A. D. Elliott, Executive Assistant in the Premier's Office, was appointed. Mr. MacGregor was appointed Chairman of the Local Authorities Board and Mr. J. M. McCray, Chief Accountant with the board, was appointed to fill the vacancy.



Form 214

GOVERNMENT LIQUOR CONTROL ACT OF ALBERTA

APPLICATION BY MAIL FOR INDIVIDUAL OR SPECIAL PERMIT

I, ... (Print name in full plainly)

of ..... (Address in full) (No.) (Street) (City)

Occupation .....

Length of residence in Alberta .....

being of the full age of twenty-one years, hereby apply for a ..... Permit

to purchase ..... in accordance with the provisions of the "Government Liquor Control Act of Alberta," and the regulations made thereunder. I am not disqualified under the provisions of the said Act.

Dated at ....., Alberta, this ..... day of ..... 19...

..... (Signature of Applicant)

CERTIFICATE OF WITNESS

I, the undersigned, a resident of ....., Alberta, certify from my own knowledge that the several signatures attached hereto are the true signatures of the applicant; that the applicant signed this application in my presence; that the applicant is of the full age of twenty-one years, and has been a resident of Alberta for one month or longer

Name .....

Address .....

A Postmaster, or a Commissioner, Notary Public, Magistrate, Justice of the Peace, etc., in and for the Province of Alberta.

PERMITS AND FEES

To purchase Spirits, Wine, Beer and Malt Liquor

(Yearly Permits expire Dec. 31st, each year)

Individual Yearly	$2.00
Individual "Temporary" one month	1.00
Single Purchase	.50
Druggists, Physicians, Dentists, Veterinary	2.00
Minister of Gospel	.50

NOTE:—Extra Signatures of Applicant

(Two extra signatures are required)

LADIES & ESCORTS

Chapter VIII

New Facilities

Considerable change had taken place in the operation of the liquor board in the late 1950's. The trend was to more moderation with increasing freedom of choice being given to responsible citizens. The decade of the 1960's was to see even more and greater changes. A large number of changes were made in board policy and operations. Amendments were also made to the acts and regulations within the existing structure.

The liquor warehouse and office on Edmonton's 103rd Street and 101st Avenue, and the beer warehouse of 121st Street had become totally inadequate by 1961. Edmonton and northern Alberta business had tripled, in the previous fourteen years. The 103rd Street store was originally built in 1928, with floors added from time to time, and did not lend itself to modern warehousing.

In 1961, the government approved the construction of a new combined warehouse and head office complex in Edmonton, at a cost of $1,750,000. The new offices were constructed on 5.7 acres of land owned by the board at 142nd Street and 123rd Avenue.

It was felt that combining the warehouse and office requirements of the board at a single location on the western edge of the city rather than on downtown property would present numerous advantages to the board. The new location eliminated serious problems arising from the old warehouse being located in the city

center. The old location had raised objections from the city to continued use of railway trackage and large tractor trailer units blocking traffic on a main downtown street.

The movement of personnel and warehouse stock into the newly constructed premises, in which the board resides today, was completed in October of 1963.

The floor area of the complex is over 160,000 square feet. The warehouse area is subdivided into working compartments: area and cooler, mail order, liquor area, and bond area. It is serviced by both rail and truck. An internal rail siding has been provided which accommodates seven box cars while covered loading bays can take twenty tractor-trailer units. The storage area is completely furnished with pallets, and due to the height of the warehouse, pallets can be stacked four high.

The modernization of operations in Calgary was soon to follow. A 75,000 square foot warehouse was constructed in Calgary's Mayland Industrial Park. These premises were also designed for complete furnishing with pallets, and modern storage and movement of stock. They accommodate seven railway cars and twelve trucks. The Calgary building was complete and all staff settled in the new quarters by the end of October 1966.

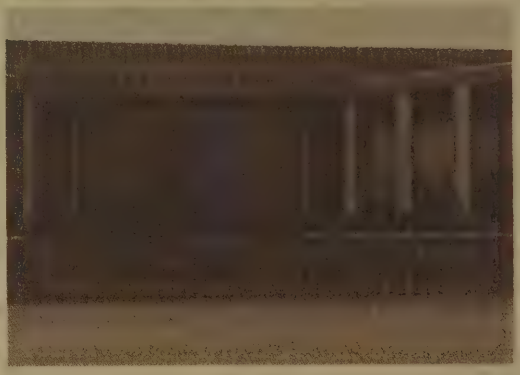
Both liquor and beer were warehoused in Calgary and Edmonton. All other board warehouses and distribution points stocked beer only. The board had five warehouses: Edmonton, Calgary, Lethbridge, Red Deer and Drumheller. There were three other distribution points: Peace River, Grande Prairie and Blairmore.

One of the first issues resolved in the 1960's was the vodka question. In the late 1950's, vodka had become the "in" beverage and was sold by all boards in Canada, except Alberta and Newfoundland. The board made revised representations to the government and by February of 1962, eleven brands of domestic vodka were on sale in Alberta liquor stores.

Annually, as far back as 1926, the board received innumerable requests for "permits" to make homemade wine and beer. Nothing in the act, however, gave the authority to grant such permission. The moment home-made brew developed an alcoholic content of two and one-half percent, it became liquor within the meaning of the act, and its possession by householders was illegal. Repeated warnings were issued by the board. These became doubly necessary in the face of new malt products which appeared on the market, complete with recipes for homemade beer. In 1961, the Italian community launched the first of a number of representations. They urged that the act be amended to permit home-made wine and beer. These people complained that not only was this restriction taking away part of their culture, but that hundreds of Alberta residents from numerous other racial or ethnic groups were already making wine or beer in the basements, at present illegally. Pressure increased each time an arrest or seizure was made.

Finally, in February of 1966, the matter came up for debate in the Legislature, and within a year, the Liquor Control Act was amended to permit possession and consumption of homemade wine and beer.

On October 4, 1967, board member Mr. J. M. McCray reached retirement age after completing thirty-two years of service with the board. The vacancy created was filled by Mr. K. E. Baker, who had joined the staff as a liquore store clerk in 1945. Mr. Baker had risen through various positions and responsibilities to supervisor of the stores and personnel system.



Chapter IX

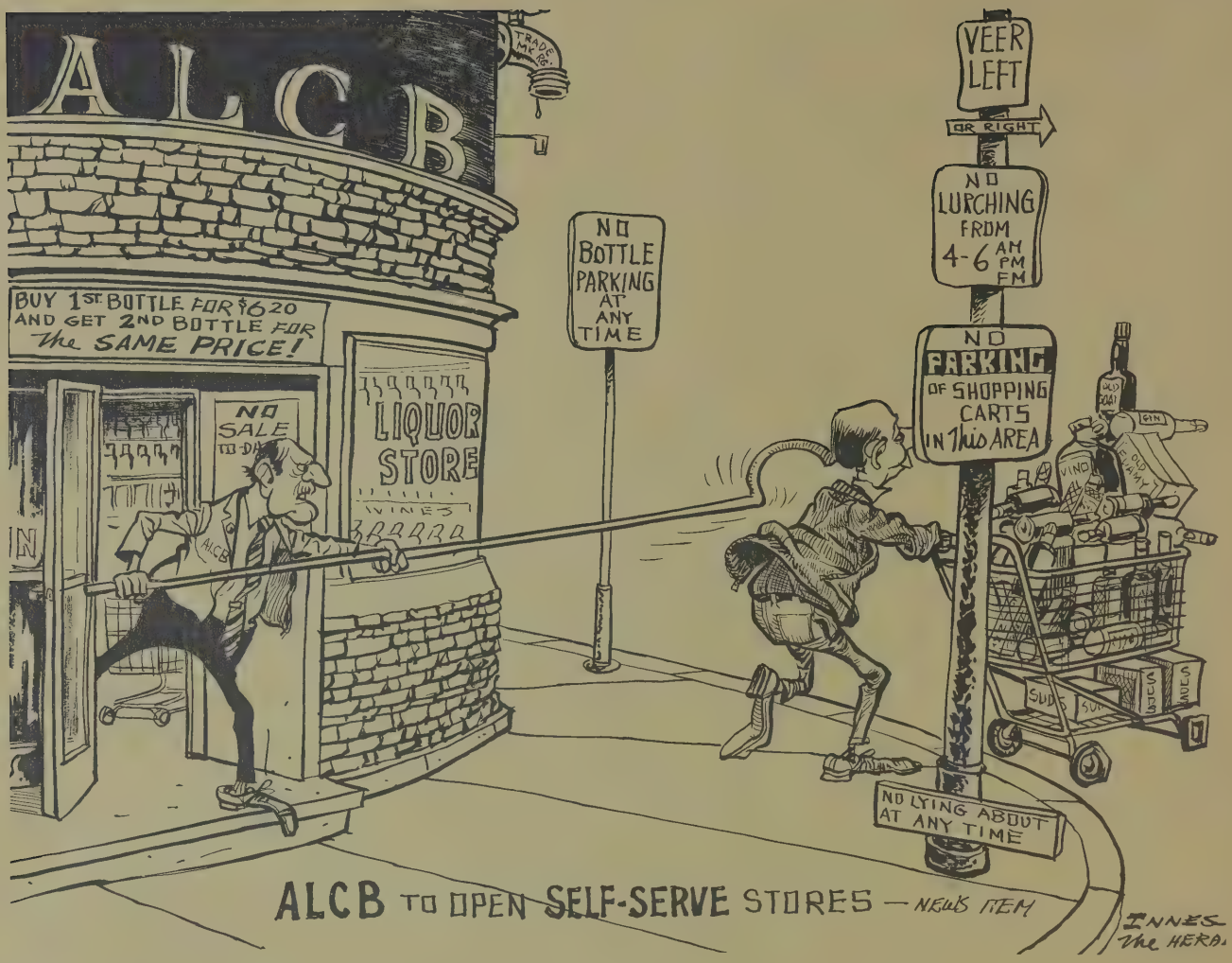
Welcomed Changes

It was during the 1960's that a singularly lingering cause of annoyance to the public was eliminated. In 1962, the board experimented with a "one-slip" order form in Calgary and Edmonton stores, to see if the duplicate counter check could be replaced with a less cumbersome arrangement. If successful, the new single counter check was to be implemented in other centers. The board was not at that time empowered to completely eliminate the counter check, as legislation required that a signed, dated order be completed before a purchase could be made.

The new system worked satisfactorily, and by July of 1964 all stores were using the single counter slip. To the annoyance of many customers, their signature was still required. This irritation was manifested by frequent complaints to the board, as well as the occasional use of fictitious or ridiculous names. The board therefore requested that the act be amended to permit elimination of the signature. Once the amendment was made, the board was able to introduce new counter slips in July of 1965, on which no signature was required.

In June of 1962, Canada's first self-serve liquor store opened in British Columbia. Once the operation had proven popular and successful, there was fairly constant pressure on the Alberta board to open similar outlets in Alberta. The initial reaction of Albertans to the B.C. innovation was favorable, and many expressed approval of the supermarket-style store. Sensing public preference for self-serve stores, the board sought approval of the Executive Council in 1968. Within a year, the board opened Edmonton Westmount as its first self-serve operation. It proved so popular that three new self-serve outlets were constructed: two in Calgary and one in Edmonton. Four conventional stores were converted to self-serves within the year. By March of 1975 the board had 143 self-serve stores in operation.

Another significant policy change was effected with respect to board haulage contracts. For years the board had awarded its contracts of carriage on the basis of "past service." This practice did not give new firms an opportunity to compete or to prove their ability and competence. In 1965, measures were instituted making it possible for the small trucker to bid on a board hauling job through public tender. For the purposes of bidding, the province was divided into "transportation zones" and tenders were routinely called every three or four years in each zone. The contract went to the lowest bidder that could provide adequate service. This method of public tender resulted in reductions in haulage charges by as much as sixty percent and reductions of thirty percent were not unusual. The board has used this method ever since.


ALCB
BUY 1ST BOTTLE FOR $6.20 AND GET 2ND BOTTLE FOR THE SAME PRICE!
NO SALE TO-DA
LIQUOR STORE
WINES
NO BOTTLE PARKING AT ANY TIME
VEER LEFT
OR RIGHT
NO LURCHING FROM 4-6 AM PM FM
NO PARKING OF SHOPPING CARTS IN THIS AREA
NO LYING ABOUT AT ANY TIME
ALCB TO OPEN SELF-SERVE STORES — NEWS ITEM
INNES
The HERA

A breakdown of the beer quota was another matter which required the special attention of the board for a number of years in the 1960's. As mentioned previously, the brewers agreed to a quota arrangement among themselves in 1928, governing the share of the market each would take in both bottle and draught beer sales. The brewers usually renewed their quota agreement at five year intervals, but when the 1954 contract expired in 1959, no further agreement was reached. The board, awaiting a decision by the brewers, continued the distribution of beer according to the terms of the 1954 agreement. It was thus placed in the unenviable position of having to defend the quota system which, seemingly, had lost the support of the larger breweries. The quota system became more difficult to implement with the opening of new breweries in the province. It was generally conceded that the system not only made for the more orderly distribution and marketing of beer, but also helped to keep smaller breweries in business. It definitely was a major reason why no apparent graft or payoffs were involved.

The unwillingness of some of the brewers to follow the quota, in attempts to enlarge their share of the market, eventually made the system totally unmanageable. The board was compelled to replace the vacuum with a workable alternative. The decision was to relate the draught assignments to hotels with the brand preferences expressed by the public through purchases of bottled beer in board stores. Bottled beer in liquor stores was taken off quota in order to determine public preference. The system received support from the brewers, with the cooperation of the hotelmen, and is still in effect. In practical terms this means that the brewers all had to be placed on an equal footing as far as the promotion of their products was concerned. They had to otherwise refrain from influencing the public as to brand selection. To this end, the board restricted the number of sales representatives from each brewery to three. This has since been increased to six. At the same time, similar steps were taken with respect to representations from agents, salesmen, or representatives of breweries, not to interfere unduly with free brand choice by the public.

This was the first step in assuring, as far as possible, open brand selection by the public. The second step was the elimination of "echo advertising."

Chapter X

Advertising Restrictions

Under section 99 of the original Liquor Control Act of 1924, advertising was permitted only if authorized by the regulations. It was contrary to the act to display any sign or poster containing the words "bar", "bar-room", "saloon", "tavern", "wines", "spirits", or "liquors" or words of like import. Any use of neon signs or billboards was similarly taboo, except on the premises of a brewery, where the sign used had to be approved by the board.

In 1924, the regulations required only that the advertiser insert at the foot of his ad "This advertisement is not inserted by the Alberta Liquor Control Board, or by the Government of the Province of Alberta, " a requirement no longer in existence. The board reserved the right to deal with any advertisement it deemed objectionable. Thus, advertising was permitted by the original regulations, but all published advertisements were subject to review by the board.

This situation, except for the war years when all liquor advertising was banned, remained static until 1947. At that time, although the board was still empowered to make regulations governing and controlling advertising, it chose not to do so. In effect, the result was a prohibition of liquor advertising of any kind. The only way a brewer or distiller could display his name was on his product and by an approved sign on his premises.

An annual flood of advertising requests from publishers, breweries, distilleries and wineries came to the board. This flood of requests was augmented by an equal flood of inquiries by advertising agencies and individuals regarding board policy.

By the 1960's this issue had become the subject of hot debate and a source of much criticism. On one hand,

many felt the Alberta advertising restrictions were meaningless because out-of-province publications, complete with liquor advertising, could still be distributed in Alberta. They argued that this was a form of discrimination against Alberta publishers which deprived them of a valuable source of revenue, giving out-of-province competitors an advantage.

On the other hand, the government and the board received accolades from the "Drys," and other groups that favored a more restrictive liquor advertising policy. But the continuing, irritating problem for the board was "echo" and "shadow" advertising, which some of the Alberta breweries were using, and had been for many years. With the elimination of the bottled beer quota, it was essential that this type of advertising be curtailed. Since it was not available to all brewers it gave those establishments using these methods an unfair advantage.

This type of advertising was employed by brewers that also made ginger ale or some other soft drink. The soft drink was labelled and packed almost identically to the beer made by the brewer. By simply promoting the soft drink, stressing the name and trademark, the brewery was able to advertise its beer by obvious implication and association. Strangely enough, the board, the "Wets" and the "Drys," and even some of the brewers opposed this type of advertising. Eventually, the two national breweries operating in Alberta were competing in "ginger ale" advertisements to such an extent that it had become a public joke. The advertisements had lost all connection with ginger ale. In the illustrations the carton was a beer carton, the ginger ale had a beer foam "head," and if ginger ale was mentioned at all, it was printed in microscopic type.

In an effort to alleviate this problem, the board recommended that the government adopt the National Advertising Code, or as a second alternative, eliminate advertising altogether. The National Advertising Code was, at the time, in effect in Ontario, Nova Scotia, and British Columbia. The board felt that if all provinces adopted the code, they would be in a position to enforce something which was at least reasonable. Unfortunately, the adoption of a national code was apparently not suitable to all provinces. The move on a national level did not meet with success.

By early 1963, the board feared increased problems in the field of "echo advertising." At the time at least three companies were advertising brands of beer through their ginger ale. They were blanketing the province with billboards, even next door and opposite to vendors. Daily and weekly newspaper advertisements and give-away gimmicks were all advertising ginger ale but using the brand name of a beer. Unless action was taken the "echo advertising" might spread by other brewers being forced into the action. The board once again recommended the adoption of the National Advertising Code as the best solution, since it permitted limited advertising under strict supervision and control. At almost the same time, the board and the brewers more or less came to a gentlemen's agreement whereby "echo advertising" would be phased out. By April 1965, brewers were to have severed the association between brewery products and soft drinks. Insignia, trademarks and markings on soft drinks similar to those on beer bottles and cartons had to be removed, destroying any association between the two. All outdoor advertising was to be changed to conform to new names for the soft drink products, and the brewery name or trademark was to be removed from soft drink products.

The board proposed an Alberta Advertising Code which was based on the National Advertising Code. This was accepted by the Government in April 1965, and the law was changed to provide for advertising in newspapers, magazines and other periodicals. In October, 1973 television and radio advertising was added for beer and wine only. A distiller, vintner, or brewer may advertise brands and products by referring to trademarks, brand names, body labels and established slogans and recipes. No advertisement may encourage the use of liquor, state prices, depict family scenes involving liquor, refer to persons who may be minors, portray drinking scenes, or claim any therapeutic effects. Each advertisement must be submitted to the board for approval prior to publication. The advertisement size is limited, as is the number of times a product may be advertised in one publication. The overall emphasis is on good taste, and the elimination of "obnoxious" advertising techniques directed at young people.

Numerous copies of the new advertising regulations were sent to publishers and advertisers, and the topic of debate then became the suitability of various publications for liquor advertising. The board refused the publication of liquor advertisements in magazines designed primarily for young people or the family.

Once "echo advertising" had been eliminated, each brewer had an equal opportunity to advertise his product. It could then be said that bottled beer sales in liquor stores were, and remain, a fairly true measure of the popularity of any given brand of beer.

Chapter XI

Innovations

Numerous innovations were made in board operations during the 1960's. For example, in 1962, the board's full-time staff numbered more than 700 and there was a pressing need for a separate department which could devote its total efforts to staff selection and training. To perform these basic functions, the Personnel department was created. Training and information programs were started, to familiarize staff with the processes used to produce various wines, spirits, and beers. An emphasis was placed on customer service and a staff training manual was prepared for store managers to achieve province-wide uniformity in employee education. As a source of information to the employee an "in house" news letter was introduced.

A major change in the attitude of Albertans towards the consumption of wines began to make itself felt on board operations during the decade of the 1960's. With the exception of ethnic preferences, wines were not particularly popular with the majority of the buying public. However, as prosperity in Alberta increased and more Albertans travelled abroad, they were introduced to different attitudes to wines. Combined with the influx of new Canadians from European countries during the 1950's and '60's wine sales began to increase appreciably in A.L.C.B. stores.

Wine display racks were first placed in the public area of the St. Albert store on an experimental basis, and proved so popular that they were installed in most stores in the larger centers. Wine sales increased immediately in stores where display racks were installed, simply because the public was able to become acquainted with the varied selection of domestic and imported wines which the board had available.

To take advantage of advanced technology and the improved efficiency which computers can provide, an Electronic Data Processing department was formed in December of 1965. The board's first computer was installed on February 1, 1967. The initial system was directed at inventory control and preparation of shipping documents for the board warehouses. Daily stock status reports and warehouse inventories provided management with an accurate picture of liquor transactions. Monthly sales' information in the form of detailed stores sales reports as well as complete provincial analysis were prepared. In the ensuing years many systems have been placed upon the computer. These touch on all areas of the board's operation, such as, payroll processing, liquor purchase orders, accounts revenue, store grading, licensee purchase information and others which benefit from computer technology. Newer and more modern equipment and techniques are constantly being applied to take advantage of the full benefits which can be provided by the field of electronic data processing.

There were a number of changes made in both the Liquor Control and the Liquor Licensing Acts during the 1960's.

One of the most obvious changes was the introduction of wineries into Alberta. Prior to 1965 no wineries operated in the province. The reason was very simple: the act contained no provision authorizing the board to license a winery! A number of requests received by the board from parties interested in such a venture over the years had to be turned down. This situation was remedied in 1964 by an amendment to the Liquor Licensing Act, and on November 20, 1965, the province's first winery began operation. The first shipment of wine from its Calgary plant was received by the board at the end of September, 1966. Within a year, a second winery had located in Calgary, and was shipping wine to the board by 1967. Unlike Ontario and British Columbia, Alberta has no legislation regulating the Canadian grape content of wines produced in the province. Consequently, both Alberta wineries purchase most of their raw materials (grapes or concentrates) from California vineyards with occasional supplies from the Okanagan Valley of British Columbia.

There were additional changes made in the legislation during 1967. The board was now empowered under the Liquor Control Act to make decisions with respect to any product containing alcohol which could be offered for sale to the general public through commercial outlets. The board can decide whether or not the product should be sold at all, or may stipulate the conditions under which it may be sold. Before this amendment, the board had no clear-cut authority under the act to prohibit or restrict the sale of certain alleged soft drinks or other products containing less than 2 1/2% proof spirits.

Other amendments allowed church supply houses, under board supervision, to import, warehouse, and retail sacramental wines. Yet another revision allowed hotels and motels possessing dining lounge licenses, which normally provided full food service to rooms, to deliver liquor by the glass to guests in their room.

The continued growth and modernization of the board's operation was reflected in its annual report for the year ending March 31, 1970. Net profits from the sale of liquor and beer amounted to $45,461,209, an increase of nearly $6,000,000 over the previous year—an increase due largely to higher volume in sales. Also, 424 beverage room and beer vendor's licenses, 153 dining lounge licenses, and 117 lounge licenses, as well as a number of canteen and club licenses were issued during the year.

Chapter XII

Product Control

With the 1970's came the end of an operation, bottling that had been an integral part of board operations for almost forty-five years. As early as 1925, the board recognized the potential savings that could be realized by importing selected liquor in bulk, and bottling it in Edmonton. Following a careful survey that year, certain wines were imported in barrels and sold at lower prices in one and two gallon stone jars. The move was well accepted, and the following year, the board was negotiating with a view to importing brandy, scotch, and gin. Sometimes bottling was in the name of the maker, and in other cases, the bottle was labeled as an "A.L.C.B." brand.

The board stopped bottling Canadian wines after the war. The wineries decided to bottle all their own products, perhaps desiring greater profits, or fearing that their wine was not receiving the most advantageous treatment. A number of years later, the board stopped bottling spirits as well.

Only foreign wines were being handled in bulk by 1965. They were imported in forty or sixty gallon solid oak casks from South Africa and Australia. As late as 1964, a total of 800 barrels were run during the course of the year. Eventually, this too came to an end.

Originally, bottling was done by warehouse employees during idle moments between incoming and outgoing shipments. In more recent years, with modernization of board warehousing, stock flow had become quite steady, and warehousemen found less and less spare time to devote to bottling duties. Finally, bottling reached the point where outside help had to be employed, and warehousemen were working overtime in order to complete bottling tasks. The operation had become totally impracticable. On April 24, 1970, the final barrels of imported wine were run, and the bottling plant was shut down.

The Alberta Liquor Control Board is the only body authorized to import and keep liquor for sale within the province. In order to sell liquor in Alberta, a manufacturer must of necessity have his product carried or listed by the board. The pressure on the board for listing by producers has greatly increased within the last few years. The reasons for this are disclosed partly in the sales figures for the past twenty years. For the year ending March 31, 1950, the board sold 750 thousand gallons of spirits and wine, and 12 1/2 million gallons of beer. For the year ending March 31, 1971, sales soared to 4 million gallons of spirits and wine, and 24 million gallons of beer.

As already mentioned, during the period in question, large numbers of different ethnic groups had entered Canada. Many of them come from nations where wine is drunk as a matter of course. Many of these new Canadians asked that the table wine selection be increased in A.L.C.B. stores. Since 1950 almost twenty new Canadian companies have approached the board for listings. That year the board carried around 400 items. (There are now over 1,000 lines as of June, 1974.)

Basic board policy is to list fast-selling lines that are always in demand; but for variety, and recognizing that the board operates a monopoly, limited demand lines are also made available to the buying public. Poor selling lines are eliminated, and a new product is introduced in their place to see if a market develops. The difficult question is: which lines are to be dropped? Products are divided into categories according to the type of liquor and the price. A sales quota is set up for each group, usually at a figure below the number of cases sold by the majority of the brands in the group. New listings start June 1, after which there is a seven month introductory period. Failure to meet these requirements usually results in the product being removed from the board's listings.

Since 1924, all board stock has been subject to periodic examination by the Provincial Analyst, when the board requests the service. Whenever there are complaints about a product, or if the board has any reason to doubt the quality of a particular item, the Analyst is given a sample for exhaustive testing. Normally, Alberta wines are selected for analysis twice a year, while all provincially bottled beer is checked once each month.

Chapter XIII

Age of Majority

A number of interesting changes occurred in 1971, both in board policy and in legislative amendment.

In the late 1960's and early 1970's there was an ever increasing awareness of the problems and hazards caused to environment by mankind's propensity for producing garbage. One manifestation of this awareness, which affected operation and decisions of the board, was the litter caused by discarded bottles and containers. A method of combating this problem was by having a refund on returned bottles. Provincial legislation set up guidelines and instructions with regard to deposits and refunds on bottles and cans.

In an effort to reduce littering, the board announced in January 1971, that a refundable deposit of thirty cents a dozen would be applied to all imported beer containers. This has been increased to sixty cents. It is interesting to note that littering, at least with beer bottles, is not as extensive as is popularly believed. Almost ninety-four percent of domestic bottles are returned and re-used an average of ten times. Although imported bottles and cans cannot be reused in Alberta, the deposit induces the purchaser to return them. They can then be collected and destroyed. The board no longer stocks products in cans.

Wednesday, March 31, 1971 was described as a "red letter day" for drinkers between the ages of eighteen and twenty-one. It was on that date the Age of Majority Act came into effect, reducing the drinking age, as well as the age for meeting other adult responsibilities, from twenty-one to eighteen years. The impact of this legislation has yet to be fully evaluated.

Another change in the Liquor Control Act empowered the board to establish a duty-free store at international airports in the province. These stores sell liquor at tax-free prices to persons leaving Canada by air, for consumption outside the country. Two such stores are in operation, one in Edmonton, the other in Calgary.

Amendments to the Liquor Licensing Act introduced several new types of licenses. Provisions were made for the sale of liquor and wine in beverage rooms, wine and beer in smaller restaurants, and special events licenses for municipalities, exhibition boards, and major organizations.

The beverage room liquor license, which may be granted to the holder of a beverage room license if the premises are of a suitably high standard with food service available, permits the licensee to sell spirits by the glass. The licensee may also sell table wines by the glass or open bottles for consumption on the premises only.

The special events license may be issued to a corporation, organization, city, town, or village that intends to conduct an annual fair, exhibition, rodeo or other special event. This presently authorizes the licensee to sell beer by the open container for consumption on the licensed premises. Part of these premises may be outdoors. The board was also given the authority to issue a dining lounge license restricted to the sale of wine and beer with meals.

On October 15, 1971 Mr. R. A. Sheppard became the board's third member. Prior to his appointment Mr. Sheppard was Executive Secretary to the Office of the Premier.

The early part of the 1970's saw a swing towards decentralization of offices and staff within the Alberta Liquor Control Board. Decentralization to the southern part of the province became necessary due to the continued addition of new self-serve liquor stores and the personnel required to maintain them. Also the board felt an obligation to existing and proposed licensees who previously were required to travel up to Edmonton for approval and direction. Therefore, in an effort to better serve the needs of Albertans the board commenced decentralizing their stores, licensing and personnel operations by establishing offices in Calgary.

With an increasing volume and the addition of new product lines each year, the board was finding its warehouses taxed for space. To alleviate this situation the responsibility for the warehousing of beer was transferred to The Alberta Brewers' Agents Limited. (Breweries that were not members were responsible for their own warehousing.) Remembering what had prompted the change back in 1936 (see page 19) this looked as if the board was reverting to its former arrangements with the breweries—however this was not so. What really took place on January 1, 1973 resulted in each brewery operating in Alberta shipping its own product (as in the case of The Alberta Brewers' Agents Limited) to a common warehouse. Orders for distribution were placed through the warehouse. However, all orders had to be approved by the board before shipment could be made. The board, therefore, still maintained its right as the "sole authority" for the sale of beer. This arrangement remains in effect today, and has alleviated a serious space problem.

It is readily apparent that through a change in the attitude of the public toward liquor, the Alberta Liquor Control Board has undergone a major revolution since its inception in 1924. As the years have passed considerable changes have occurred. Today there are essentially two distinct functions performed by the board. These are the licensing of premises and the sale of liquor; and each is more or less independent of the other.

The board is still in the business of marketing liquor, but not in the same sense as ordinary merchandisers "market" their goods. The board does business without promotion, for its purpose is not to "push" the sale of liquor, but to sell it in a manner satisfactory to the public.

Originally, the board was established as a means to an end: the Government control of liquor traffic. Once it was discovered that the sale of liquor was a "revenue-producer" however, the board began to serve a dual purpose for the province: control of liquor traffic and a source of revenue gathered through a selective taxation process. In the fiscal year ending March 31, 1974 the board's net profits from beverage alcohol sales amounted to $84,204,091, all of which is diverted into the province's general revenue. This is a far cry from the $1,020,825 which was recorded as net profit during the board's first eight months of operation in 1924.

The board officially marked its 50th anniversary on October 8, 1974 by honouring over 120 of their employees and wives at an evening of dining, fellowship and entertainment. During this evening, The Honourable Miss Helen Hunley, Solicitor General, presented Quarter Century Awards to employees having 25 years service or more with the Alberta Liquor Control Board.

In 1972 the Honourable Attorney General, directed a committee, headed by the Honourable Ron Ghitter, M.L.A. for Calgary Buffalo, to examine existing liquor legislation in Alberta and to make recommendations concerning the legislation.

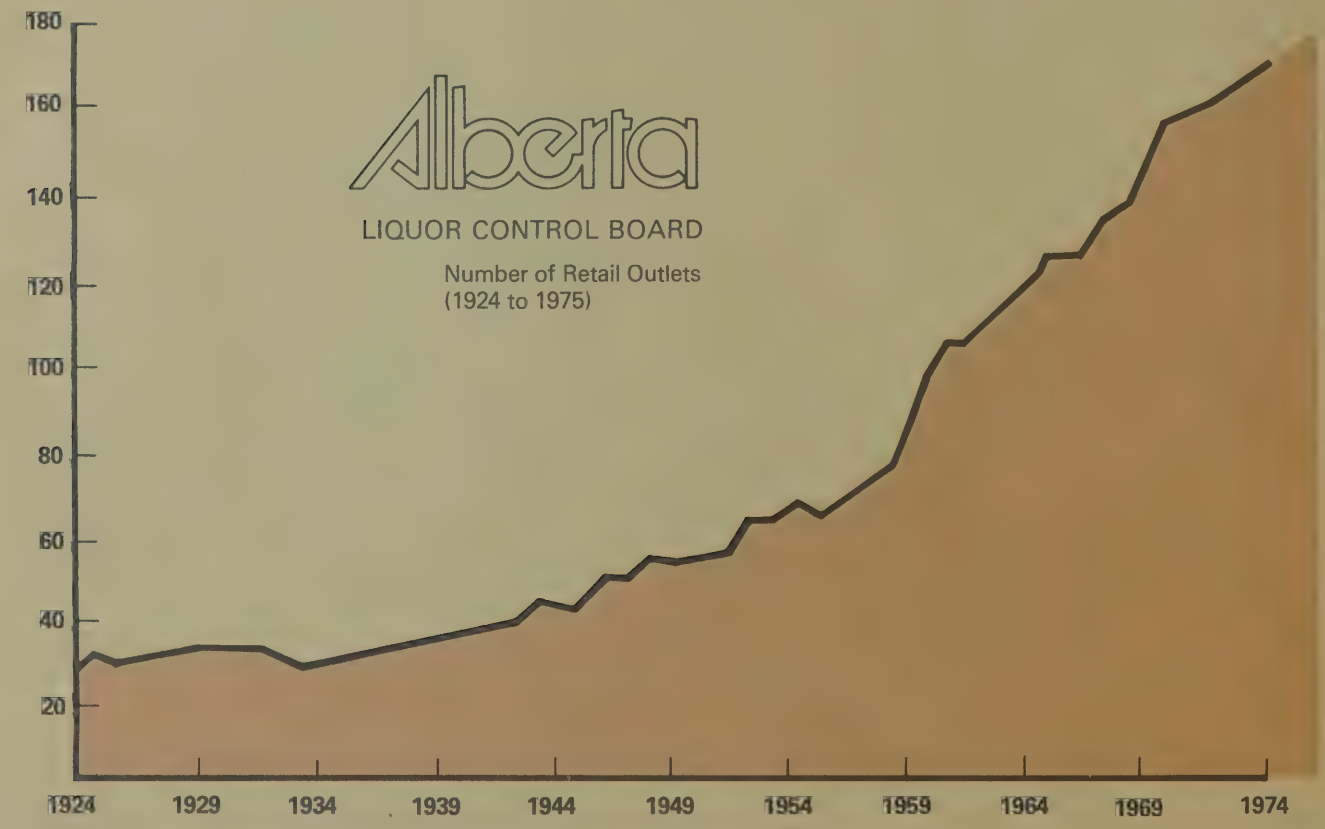
The committee received numerous submissions from Albertans and listened to many experts from across Canada.

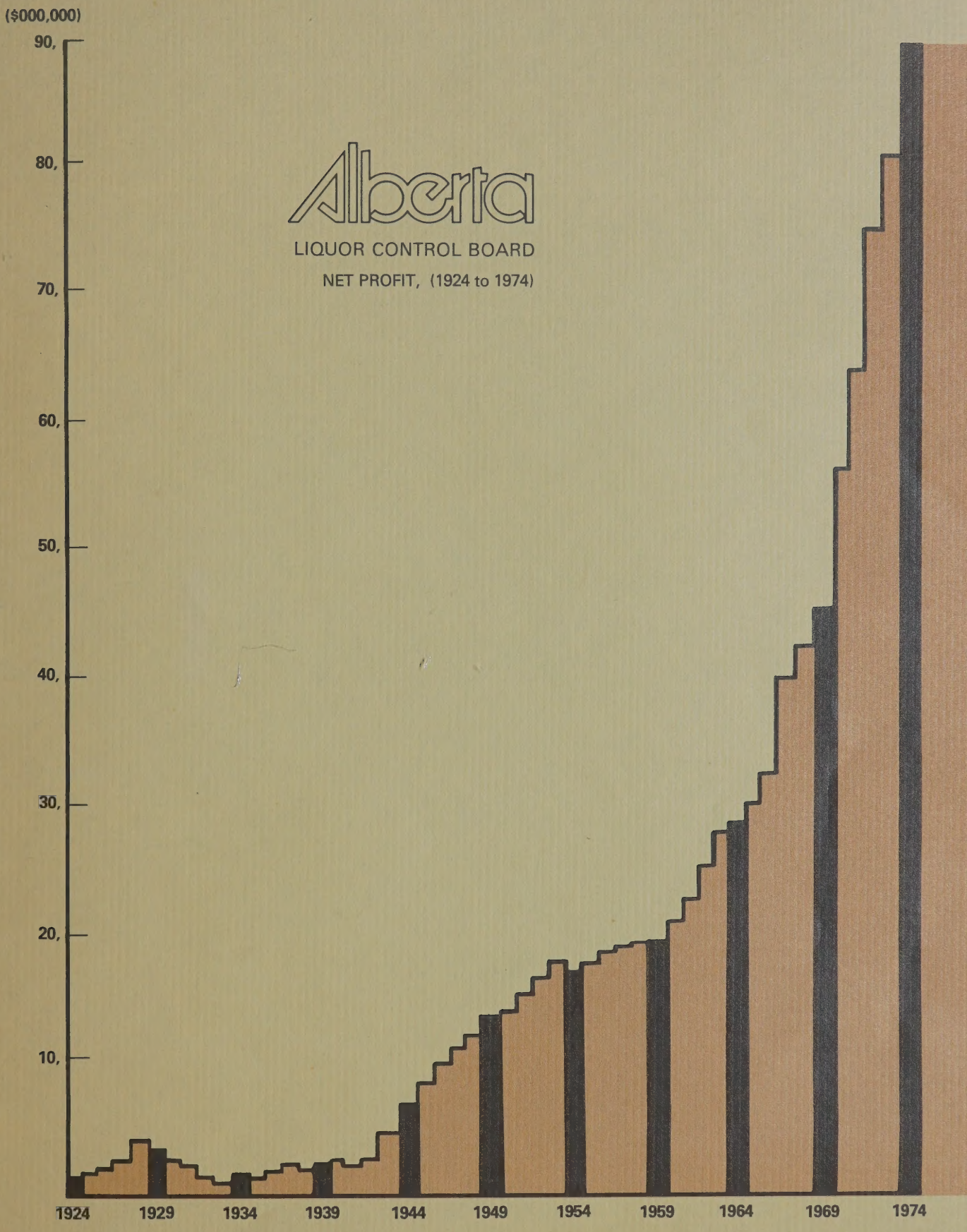
As a result the committee reached some conclusions and made a number of major and minor recommendations to the government in what is commonly referred to as "The Ghitter Report on Beverage Alcohol Legislation."

The committee stated that the suggestions in their report were not in any way to be considered as final or conclusive and further suggested that ongoing studies be maintained to ensure that liquor legislation in the Province of Alberta keeps pace with social changes and the needs of our citizens.

This sets the stage for the future of the Alberta Liquor Control Board. Albertans may easily speculate that the next fifty years will be as exciting and dramatic as the first.

Alberta
LIQUOR CONTROL BOARD
Number of Employees
(1924 to 1975)
1200
1100
1000
900
800
700
600
500
400
300
200
100
1924
1929
1934
1939
1944
1949
1954
1959
1964
1969
1974


Alberta
LIQUOR CONTROL BOARD
Number of Retail Outlets
(1924 to 1975)
180
160
140
120
100
80
60
40
20
1924
1929
1934
1939
1944
1949
1954
1959
1964
1969
1974


($000,000)
90,
80,
70,
60,
50,
40,
30,
20,
10,
Alberta
LIQUOR CONTROL BOARD
NET PROFIT, (1924 to 1974)
1924
1929
1934
1939
1944
1949
1954
1959
1964
1969
1974

DATE DUE

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